

COLORIBUS

LL Bean: Snow Motion



Credits:

Client: LL Bean

Spot Title: "Snow Motion"

Air Date: December 9, 2009

Agency: GSD&M

Producer: Paul Golubovich

Copywriter: Dominick Walker

Art Director: Shane Starr

Production Co: RSA

Director: Malik Sayeed

Editorial: Chrome

Editor: Hal Honigsberg

Post/VFX: Arsenal FX

Flame Artist: Mark Leiss

Flame Artist: Joseph Grosso

Assistant: Jameson DeSantis

Producer: Ashley Hydrick

LA-based special effects and finishing boutique Arsenal FX recently lent its talents to a pair of snow-themed spots, each with its own take on holiday fun:

"Snow Motion," for L.L. Bean via GSD&M, captures the crisp, fresh beauty of a winter day, as a family engages in sledding, snowball fights, and more. The visual treatment of the action underscores the message that every moment counts. So does every penny, something L.L. Bean understands, as it provides rewards to its customers this holiday season. Work by Arsenal FX included secondary color correction and graphics placement.

We transition from day to night with a second wintry spot from Arsenal FX. The company follows up on its previous work for U.S. Cellular ("Crayon") and Publicis & Hal Riney with "Snow." In this romantic and fanciful allegory about staying connected, a couple seizes the perfect opportunity to create snow angels side by side. Snow replication, graphic placement, secondary color correction, and background compositing are among the contributions from Arsenal FX that help bring these snow angels down to earth.